

**ASSESSMENT OF SALES SERVICES QUALITY IN RELATION TO
OUTSOURCED MARKETING DISTRIBUTION CHANNELS IN
BEVERAGE MANUFACTURING COMPANIES: THE CASE OF COCA
COLA KWANZA DAR ES SALAAM**

BY

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**A DISSERTATION SUBMITTED IN (PARTIAL) FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTERS OF BUSINESS
ADMINISTRATION (MARKETING) OF THE OPEN UNIVERSITY OF
TANZANIA**

2010

ABSTRACT

The main objective of this study was to assess sales service quality in relation to outsourced marketing distribution channels in beverage manufacturing companies, the case of Coca Cola Kwanza Dar es salaam. The assessment included specifically product delivery lead time, means of distribution and other variables having impacts on sales service quality. Coca Cola Kwanza Dar es salaam was selected because it is manufacturing and selling products which need intensive distribution to near reach of their customers and it has outsourced about 85% of its distribution function. It is only 15% of its products which are distributed through company owned route sales.

The study was conducted in Ilala and Temeke districts in Dar es Salaam region. 30 Mini Distribution Centres out of 59 were selected randomly in a manner to get a good representation. Dar es Salaam districts are in the proximity of the manufacturer and contribute more than 60% of the total Mini Distribution Centres.

The study results revealed that, the average product delivery lead time is longer than that stipulated by the manufacturer. This is contributed directly and indirectly by poor means of distribution, lack of enough working capital by MDCs, lack of business knowledge and trainings, lack of commitments and business goal misalignments between the MDCs and the manufacturer.

A content analysis technique was used to analyze data whereby individual responses and then responses from different respondents purposively were sorted and grouped to make them coherent with research objectives and questions.

These are challenges to Coca Cola Kwanza Dar es salaam. The study recommends among others, the management should be getting substantial information about potential MDCs partners, getting asymmetric information during the contract periods and should be organizing trainings and seminars to MDC's and stockiest owners and employees in order to achieve mutual benefits.

ACKNOWLEDGEMENT

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